

El Día de San Juan Fiesta

--A Historic and Cultural Celebration--

Estimados Amigos:

Tucson will celebrate the 11TH Annual “*El Día de San Juan Fiesta*” on Tuesday, June 24, 2008. It will begin at 5:00 pm and end at 10:00 pm. The Fiesta is celebrated with a beautiful and traditional procession, the cultural blessing in the ambience of barrio life at the birthplace of Tucson. It is the only event that celebrates with the ‘Charreada’ (Mexican Rodeo) and the ‘Escaramuzas’ (young women performing on horseback). Additional entertainment consists of bands and groups performing live on stage, folkloric dancers, mariachis, etc., celebrating traditional history and culture. This event is attended by thousands and is free to the public.

The Celebration begins in the afternoon at the Fiesta entrance consisting of El Día de San Juan and the Tucson Community joining in this historic celebration of the summer rains that bring life to the desert.

“According to tradition, June 24th is the feast day of St. John the Baptist and begins the monsoon rain season. Legend explains that on June 24, 1540, Spanish explorer, Francisco Vasquez Coronado, stood on the banks of the parched riverbed and prayed to God for rain. And rain it did! In an ardent declaration of faith, Coronado deemed that from that day forward, the summer rains would come on the 24th day of June”.

This event promotes the culture and history of the people of the Sonoran desert and their traditions. All proceeds from this event are used to fund non-profit organizations and their projects. This is a traditional event, a revival and historic celebration, originating in northern México that contribute to the Arts and Humanities of the Southwest.

We ask that you consider becoming a sponsor with a cash donation or an in-kind contribution that will help underwrite the costs for El Día de San Juan. Your participation will help us continue this historic event.

Please contact me at 520-573-7138, or at: r.nenninger@cox.net to receive a descriptive sponsorship packet. On behalf of the El Día de San Juan Committee, we look forward to your assistance for a successful historic celebration and thank you in advance for your consideration.

Sincerely,

Rose Julia Nenninger

Public Relations and Media